



Security for whom?  
The restructuring of discourse on food in  
Europe facing the global food crisis

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# The European model

- High quality food
  - From quantity to quality
  - Highly demanding consumers
  - High commercial standards
- Multifunctionality and diversification
  - Support to production of public goods
  - Support to new business models
- Evolutionary mechanisms: RD policies, quality schemes





# Actors' positioning within the European Model

- **Organic:** making consumers pay the 'full cost' of production
- **Locality food:** producers' pride, consumers in search for excellence
- **Fair trade:** commitment to social justice as economic resources
- **Retailers:** procurement and labelling strategies
- **Corporate social responsibility**





# Implications of the European Model

- Wealthy and concerned consumers as a basis for protection of european agriculture
- Hegemonic strategy: GlobalGap, PDO/PGI, GMOs
- Connecting spaces of poverty with spaces of luxury





# Consensus over new priorities

- Food security key goal
- More attention on food production
- Link between crises → integration of policies
- Responsibility of European policies toward the outside





# Challenges to the European model

- **High quality food**
  - Can we afford this model?
  - Aren't we contributing to social inequalities?
  - Aren't we adopting a neo-colonialist model?
- **Multifunctionality**
  - Can multifunctional agriculture feed the world?
  - Shouldn't we open more the markets?
  - Shouldn't we revert to productivism?
  - Are alternative food chains sustainable?





	Locality food	Organic	Retailers	Corporate	Consumers	Scientists	NGOs
Luxury products	X	X	X				
Price competition	X	X	X				
Strengthening consumers' loyalty			X				
Partnership with Charities				X			
Neo productivism				X			
Neo modernization				X			
Turning to low cost food			X	X	X		
Reducing consumption					X		
Restructuring consumption and purchasing patterns	X	X			X		
Faith in science		X		X		X	
Research priorities given by scientists themselves						X	
New paradigms	X	X			X	X	
Relevance and social embeddedness of science						X	
Access to markets				X			X
Technological fix				X			
Growth				X	X		X
Localism and identity	X	X					
Degrowth	X				X		X
Cultural diversity	X	X	X				X
Food sovereignty							X
New attention to price	X	X	X	X	X		X





# Actors' repositioning

- Locality food
- Organic

• Post-organic

- Conventionalisation
- Luxury products





# Actors' repositioning

- Price competition, eroding quality standards

- Strengthening consumers' loyalty

Retailers



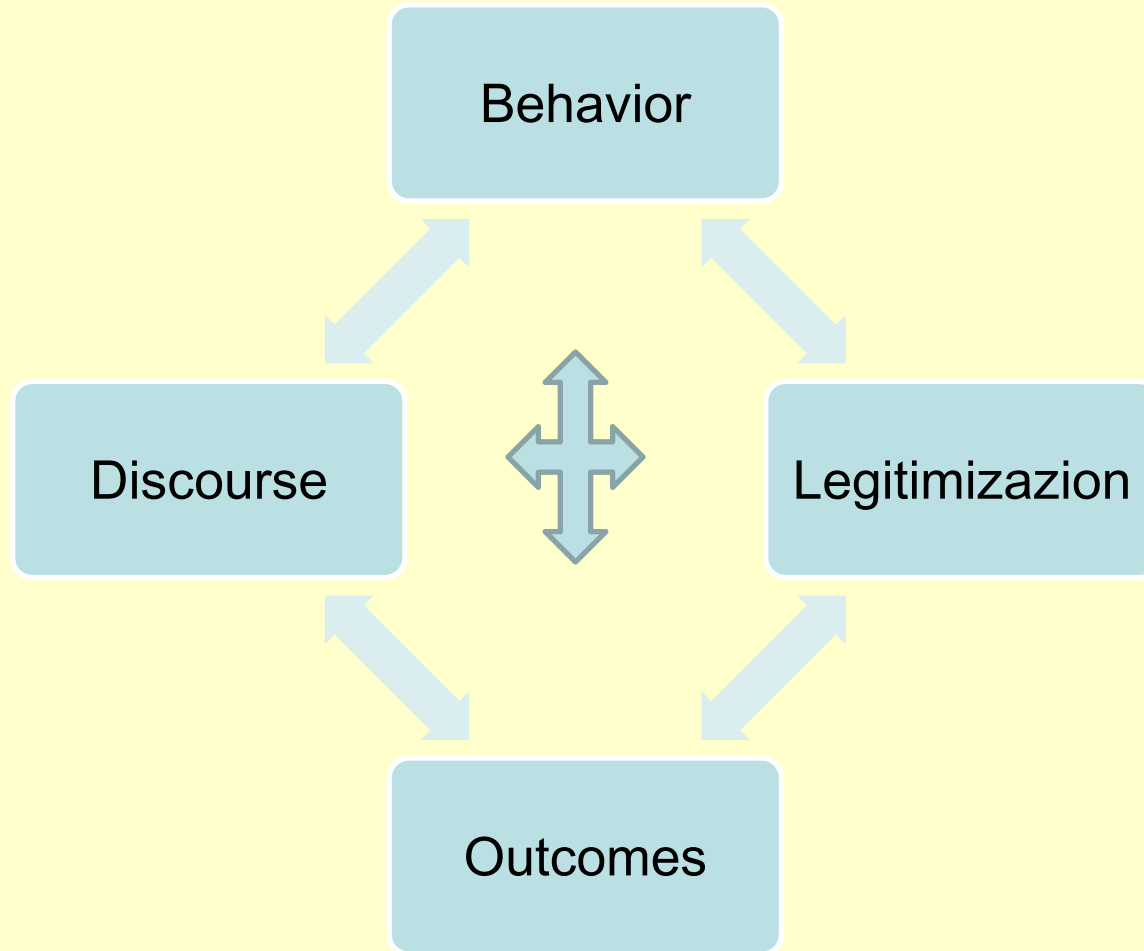


# Discourse coalitions

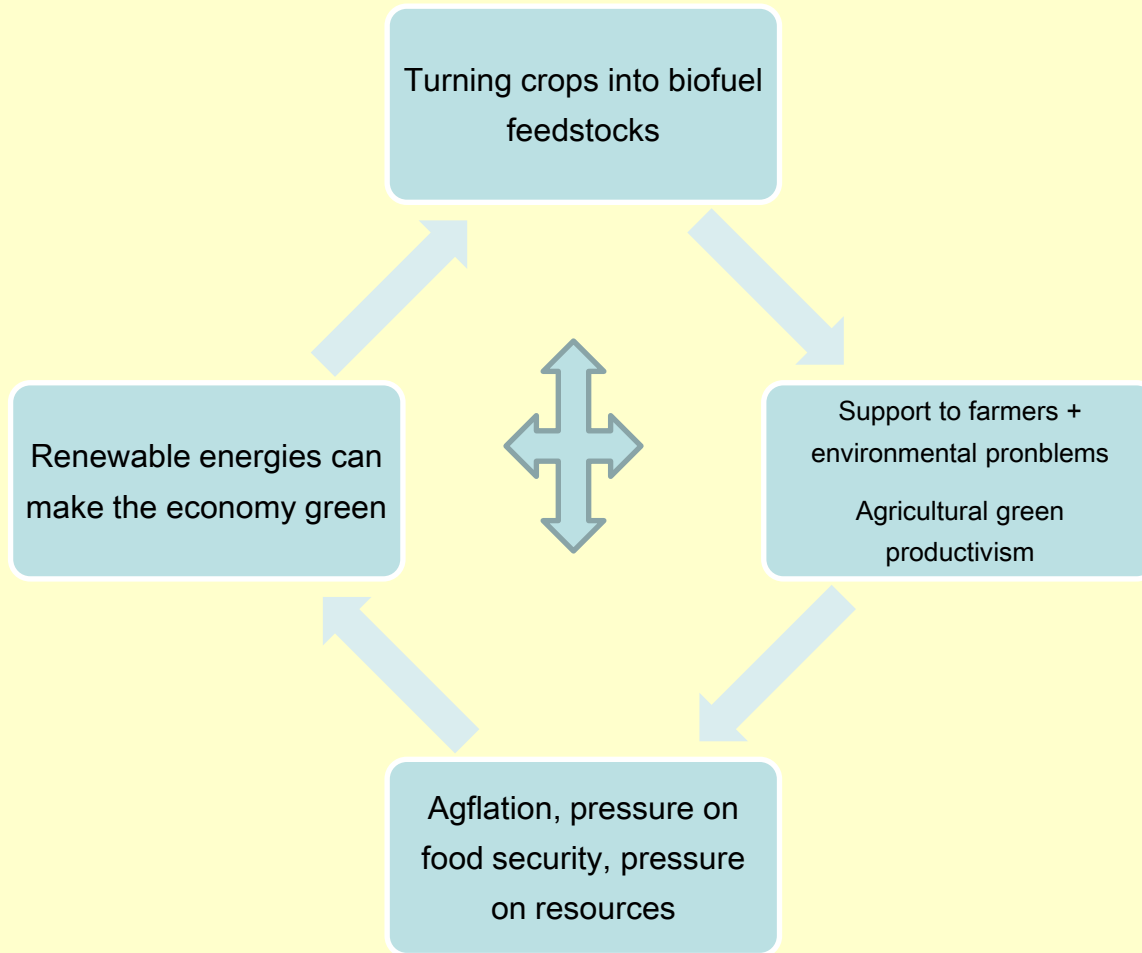
Discourse items	Locality food	Organic	Retailers	Corporate	Consumers	Scientists	NGOs
Luxury products							
Price competition							
Strengthening consumers' loyalty	X	x	x		X	X	X
Partnership with Charities							
Neo productivism	X	X	X			X	X
Neo modernization							
Turning to low cost food							
High quality food as a right for all	X	x	x		X	X	X
Reducing consumption							
Restructuring consumption and purchasing patterns							
Faith in science							
Research priorities given by scientists themselves							
New paradigms							
Relevance and social embeddedness of science							
Access to markets	X	X	x		X	X	X
Technological fix							
Growth							
Localism and identity							
Degrowth							
Cultural diversity	X	x	x		x	X	X
Food sovereignty							
New attention on prices	X	x	x		x	X	X



# Developments



# An application





# Conclusions

- The crisis has forced all actors of the food landscape to reposition and to reshape their alliances
- There are not simple solutions to complex problems
- Appropriate responses to the crisis can be built on the capacity to identify contradictions in new discourses and alliances and to look for coherence





Thank you for your attention!

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